

Re-write claims 106-108 as follows:

1 --106. (amended) A computer readable medium storing a first  
2 web page wherein the first web page comprises a plurality of  
3 computer readable instructions, the instructions  
4 representing page content and embedded code, wherein the  
5 code, when executed by a client computer during processing  
6 the instructions on the web page, causes the computer to:

7 communicate a request to a management server;  
8 as a result of the request, download, from a network  
9 server or the management server and while the computer  
10 renders the first web page to a user through an output  
11 device operative in conjunction with the computer, at least  
12 one file which is to be subsequently employed, by the  
13 processor, to render an information object, the information  
14 object being selected by the management server; and

15 in response to a user-initiated event, detected by the  
16 computer, for transitioning from the first web page to a  
17 next successive web page and which signifies a start of a  
18 next interstitial interval, suspend further downloading of  
19 files and process the one file so as to render the  
20 information object through the output device to the user  
21 during the interval; and

22 wherein the code does not contain any reference to the  
23 information object such that use of the code eliminates a  
24 need to store content for the information object within the  
25 first web page thereby decoupling the object content from  
26 the first web page.

1 107. (twice amended) A method for use in a computer having  
2 a processor and a memory, the memory connected to the  
3 processor and storing both computer executable instructions  
4 and a first web page, the first web page having a plurality

5 of computer readable instructions representing page content  
6 and embedded code, the method comprising the steps performed  
7 by the processor, in response to the executable instructions  
8 and as a result of executing the code during processing the  
9 instructions on the web page, of:

10 communicating a request to a management server;  
11 as a result of the request, downloading, from a network  
12 server or the management server and while the computer  
13 renders the first web page to a user through an output  
14 device operative in conjunction with the computer, at least  
15 one file which is to be subsequently employed, by the  
16 processor, to render an information object, the information  
17 object being selected by the management server; and

18 in response to a user-initiated event detected by the  
19 computer for transitioning from the first web page to a next  
20 successive web page and which signifies a start of a next  
21 interstitial interval, suspending further downloading of  
22 files and processing the one file so as to render the object  
23 through the output device to the user during the interval;

24 wherein the code does not contain any reference to the  
25 information object such that use of the code eliminates a  
26 need to store content for the object within the first web  
27 page thereby decoupling the object content from the first  
28 web page.

1 108. (amended) Apparatus for rendering an information object  
2 in response to a first web page containing embedded code,  
3 the apparatus comprising:

4 a processor; and  
5 a memory, the memory connected to the processor and  
6 storing both computer executable instructions and the first  
7 web page, the first web page having a plurality of computer

8 readable instructions representing page content and the  
9 embedded code;

10 wherein the processor, in response to the executable  
11 instructions and as a result of executing the code during  
12 processing the instructions on the web page:

13 communicates a request to a management server;  
14 as a result of the request, downloads, from a  
15 network server and while the computer renders the first web  
16 page to a user through an output device operative in  
17 conjunction with the computer, at least one file which is to  
18 be subsequently employed, by the processor, to render an  
19 information object, the information object being selected by  
20 the management server; and

21 in response to a user-initiated event detected by  
22 the computer for transitioning from the first web page to a  
23 next successive web page, and which signifies a start of a  
24 next interstitial interval, suspends further downloading of  
25 files and processes the one file so as to render the  
26 information object through the output device to the user  
27 during the interval; and

28 wherein the code does not contain any reference to the  
29 information object such that use of the code eliminates a  
30 need to store content for the information object within the  
31 first web page thereby decoupling the object content from  
32 the first web page. --.

#### REMARKS

In view of both the amendments presented above and the following discussion, the Applicants submit that none of the claims now pending in the application is obvious under the provisions of 35 USC § 103. Thus, the Applicants believe that all of these claims are now in allowable form.